

Conference Paper

Ecological Properties of Speech in the Communicative Field of Russian As a Foreign Language: New Extension

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Abstract

The author presents an endeavour to comprehend the culture of Russian as a foreign language on the ecological angle - as an integral part of the surrounding polylingual speech environment. An ecological approach to the culture of the verbal multimodal sphere of communication implies commitment to national linguistic traditions, fostering an effective love for the past, present and future of the Russian language. The article actualizes the topic of linguistic ecology, in which a culture of thinking and communicative speech behavior in a polylingual environment arises, fostering a linguistic taste, protecting, enriching and improving the literary language and speech aesthetics. Studying modern active processes leading to democratization and liberalization of the Russian language, the author highlights the influence of the Internet and media language styles as key trendsetters of modern rhetorical trends, foreign borrowings and the expanding detabooing of abusive language patterns. Concluding that bridging communication gaps is the responsibility of linguistic ecologists, the author gives a brief thesaurus of linguo-ecological terms that show the creative nature of communication. The article also accentuates that the ecology of language and the ecology of culture are becoming the advanced and central national challenges of our time.

Keywords: ecological aspect, polylingual speech environment, linguistic ecology, communication gaps, linguistic taste, speech aesthetics, state mission of our time

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1. Introduction

Nature has no organs of speech, but it
creates languages and hearts to speak and to feel.

Johann Wolfgang Goethe

A multilateral world -- visibly different interpretations of literary norm and literacy; an astonishing variety of linguistic and social spheres of their embodiment coexisting in one sociocultural community -- determines new requirements and a new social demand,

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which cannot but affect the forms, means and tactics of verbal communication. In an era of move, philological questions tend to come first. New phenomena, ideas, relationships find new reflections in the language as in a living mirror of being.

Any modern national language can expose processes changing, to one degree or another, and sometimes distorting its individuality. Thereby, the language carries energy of immeasurable, inconceivable power. It is part of the environment in which people reveal their inner world. We "breathe" the speech production of our contemporaries. Therefore, the ecological approach to the Russian language turns a key in its development, as well as the most effective way of teaching Russian as a foreign language is a communicative approach, namely, mastering it in all its diversity in the constant practice of its use.

2. Language As an Environmental Phenomenon

The object of the study is language as an environmental phenomenon. The term "ecology" (from the Greek *oikos* -- *home, homeland* and *logos* -- *doctrine, concept*, that is, doctrine of the home maintenance) was introduced by Ernst Haeckel in 1866 and was then defined as the science of the relationship between plant and animal organisms to each other and their environment. Hence -- *Plant Ecology. Ecology of animals. Human ecology*, etc. Clearly, in the literal sense of the word, language is not a living creature, but nevertheless, it bears some properties inherent in living beings: variability, adaptability and dynamism. This allows us to consider language as an environmental phenomenon and argue an environmental approach in linguistics or ecologization of linguistics. Einar Haugen defined the essence of ecolinguistics as "the study of the interaction of any given language with its environment" [1]. The "doctrine of home" cannot be reduced to sciences of the biological cycle; it is bound to include the humanitarian paradigm, otherwise it will turn into a doctrine of a building, construction.

2.1. History of the linguo-ecological school of thought

In 1912, the foundational article of Edward Sapir "Language and Environment" was published. Since then, such well-known linguists as Alvin Fill, David Harmon, Peter Mühlheiser and Michael Halliday have contributed profoundly to the study of language and environment interaction and interdependence. Dmitry Sergeyevich Likhachev introduced the concept of "ecology of the language" -- the concept of linguistics, which, on

the one hand, is associated with the study of realities affecting the language negatively, and on the other hand, with the search for ways and means of enriching it.

2.2. Speech culture as an actual issue of linguistic ecology

Since the beginning of the XXI century, Russian government has been actively supporting the Russian language, inter alia, Russian as a foreign, non-native, second native and heritage language, in particular through the federal target programs "Russian Language" for 2011-2015 and 2016--2020 years. The goal of the programs is to develop the comprehensive application, dissemination and promotion of the Russian language as the fundamental foundation of civic self-identity, cultural and educational unity of multinational Russia, and effective international dialogue.

The history of Russian language arts displays that the foundations of the modern Russian literary language were laid by A. S. Pushkin. However, it is believed that the dictionary of Dostoevsky is richer than that of any Russian writers. Russian classics is a real encyclopedia of Russian life and an example of the Russian literary word. Early the XXI century, the democratization of the language climbed a scale that allowed us to characterize this process as liberalization, even vulgarization now and again, which leads to communication gaps between people.

2.3. Active processes in the Russian language at the present stage

2.3.1. The influence of the Internet and the media language styles

New communication trends are embodied and manifest themselves, primarily, in the verbal languages of culture. Not only the language defines a phenomenon or helps to find out information; the language itself is information. Paradoxically enough, in the era of information (now we tend to say not "I learned", but "I got information" instead) the language somewhat degrades, grows dull, turns just a signal system. Employing a limited set of literacy forms -- a feature inherent in Internet communication -- implies difficulties on multicultural and intergenerational cultural dialogue.

2.3.2. Foreign language borrowings

Today, foreign language borrowings (mainly from English) are considered the most noticeable 'ailment' of the Russian language and a good number of other languages.

They are inevitable, since any language and any culture are rarely self-sufficient, and therefore "languages invite each other to mutual assistance" [2]. Without a doubt, borrowing in any language is an objective process, and the use of foreign words, say, in the media, reflects the dynamics of modern public consciousness, ties the story to the present.

Many foreign lexemes function to denote new concepts, for example, in the field of economics: бартер [barter]- barter, биткойн [bitkojn] - bitcoin, дилер [diler] - dealer, дистрибьютер [distrib'juter]- distributor, маркетинг [marketing] - marketing, инвестиция [investicija] - investment, кэшбэк [kjesbjek] - cashback, фьючерсные кредиты [f'juchersnye kredity] - futures loans; in popular culture: коворкинг [kovorking] - coworking, ремейк [remejk] - remake, имидж [imidzh] - image, постер [poster] - poster, хит [hit] - hit; in professional life: коучинг [kouching] - coaching (Eng., coaching - training), лайфхак [lajfhak] - life hack (Eng. life hacking - word of advice, hint, clue, guideline), селф-мейд-мен [self-mejd-men] - self-made man (Eng. self-made-man ---- a man who achieved success, fame, career on his own); in the Internet space: троллинг, троллить [trolling, trollit'] - trolling (Eng. 'catching fish' - trolling letters - posting provocative messages on the Internet in order to cause conflicts between participants), фейк [fejk] - fake (Eng. fake), флэшмоб [флэшмоб] - flash mob (Eng. flash mob - groups of people with shared interests or aims), бла бла бла [bla bla bla] - blah blah blah (Eng. bla (h) -bla (h) -bla (h) - chatter); in the field of linguistics (дискурс [diskurs] - discourse, инфографика [infografika] - infographics, фреймовая семантика [frejmovaja semantika] - frame semantics, антропоцентризм [antropocentrizm] - anthropocentrism). The category of borrowed vocabulary also includes the so-called internationalisms, among which terminological borrowing holds a special position and features not only terms, but term elements as well: -графия [grafija] - graphy (spelling), -логия [logija]- logy (lexicology), -мета [meta] --meta (metatext).

The public sentiment towards borrowings has always been twofold: they are welcomed as a resource for enriching the language and rejected as a factor of clogging native speech. At the time of Peter I, the nobles spoke Dutch, and later English. At the end of the XVIII century, most aristocrats spoke French, they did not write a word in Russian. There is a literary version that Tatyana's letter to Onegin ("Eugene Onegin" by A. S. Pushkin) was written in French.

Quite an expressive form of opposing a foreign language invasion is language purism -- the striving to cleanse a literary language from foreign borrowings. V. G. Belinsky wrote: "Purists are afraid of an unnecessary flood of foreign words: fear is more than

ungrounded! <...> "The guardian of purity of language is not an academy, not grammar, not grammar scribes, but the spirit of the peoplehood..." [3, 54].

Apparently, the beginning of the XXI century turned media into the main trendsetter of rhetorical trends, since it is media that form complex multimodal, polymorphic texts, booster the process of neologization and use of borrowings in the common literary language to raise the degree of expression and originality. This trend is named mediaization. Communication gaps rooting in the "niche" functioning of modern media are tearing the modern society apart, increasingly hampering the dialogue between different adherents of media culture.

"And don't you marvel at the treasures of our language: no matter what sound, it's a gift; everything is granular, large, like the pearl itself, and, truly, a certain name is still more precious than the thing itself", noted N. V. Gogol [4]. Now the situation is such that things, objects, phenomena outnumber the names themselves as a whole. And the inclusion of anglicisms in the Russian language is nothing but the need in a linguistic representation of new phenomena, e.g.: инсайдер [insajder] - insider (a person who has access to non-public and valuable information), мессенджер [messendzher] - messenger (a messaging program), хостинг [hosting] - hosting (a service to host a site on the Internet), ребрендинг [rebranding] - rebranding (active marketing strategy), мейнстрим [mejnstrim] - mainstream (a prevailing direction in any area for a certain period of time); тренд [trend] - trend, консенсус [konsensus] - consensus, фрик [frik] - freak, tweet [tweet] - твитт, таун-хаусы [taun-hausy] - town houses (city mansions), кофе-хаусы [kofe-hausy] - coffee houses, блин-хаусы [blin-hausy] - blin houses. "Я не лайкаю и не лайкаюсь! [Ja ne lajkaju i ne lajkajus'] - I neither give nor get likes!" voiced an extremely popular Russian actor Konstantin Khabensky.

A navigator will address you to Moscow ergonyms: Гринхаус [Grinhaus] - Greenhouse, Триумф-Палас [Triumf-Palas] - Triumph Palace, Мос-Анджелес [Mos-Andzheles] - Mos Angeles, Арбор мунди [Arbor mundi] - Arbor mundi, Риверсайд [Riversajd] - Riverside, Грин Хилл [Grin Hill] - Green Hill, Фэмили Клуб [Fjemili Klab] - Family Club - toponyms are of pretty poor choice, though spelt in Cyrillic at any way. However, there is a new linguistic phenomenon standing out to testify an initial stage in absorbing foreign language vocabulary in the Russian language - combined (Latin + Cyrillic) spelling of compound words: PR-менеджер [PR-menedzher] - PR-manager, VIP-клиент [VIP-klient] - VIP-client, WEB-страница [WEB-stranica] - WEB-page, restaurant name Greenberry. Виски & Закуски [Greenberry. Viski & Zakuski] - "Greenberry. Whiskey & Snacks", together with anglicisms mirroring the word-formation model of the Russian language: PRщик [PRshhik] - PR manager, VIPовский [VIPovskij] - VIP. This lexical material is of

utter importance for linguistic science and for modern linguistic consciousness, since it makes it possible "to 'seize' the moment of contact of two multilingual systems and fix the very first step on the path of the process of borrowing a word" [5, 177].

Reportedly, since the end of the 80s the Russian language has been daily assimilating about three hundred words without translation. Separately, we note that words of a terminological nature adapted to the Russian language organically fit into the scientific style of speech and correspond to the literary norm.

All of us have special, unique relationships with the outside world. We create and design it in our own way in accordance with our expectations and preferences. It makes no sense to refute the views that when a native speaker of Russian has a good command of the international lexical fund, it is to their credit, since it can only testify to their adaptation in the modern global world. One of the reasons for the attractiveness of borrowings may be the prestige of using foreign words by a native speaker of the Russian language, the former allegedly refine speech with the charm of an educated person. In addition, mystically as it may seem, for this reason or that foreign analogs tend to be memorized much easier than the already existing Russian words.

Nevertheless, it is increasingly believed that this tendency is nothing more than a double blessing -- communicators who are easily prolific in invading foreign words in their mother tongue in the process of communication will probably not feel any language deeply. And obviously while underestimating the subjective assessments of the native language, those native speakers themselves contribute, albeit unconsciously, to strengthening the role of the English language, thus creating a direct threat to their national culture. However, the author is fully aware that statement like this may be a debatable issue.

Pushkin noted in this context: «чем непонятней, тем ученей» [chem neponjatnej, tem uchenej] -- "the more incomprehensible, the more scholarly." And our contemporary linguist L.G. Lisitskaya claims that writing in an incomprehensible manner became fashionable. But, not claiming to be original, we can witness here the emergence of a communicative tension zone, because the thought clothed in a foreign language term easily misleads the addressee thus multiplying the number of communicative failures and leading to somewhat clumsy things.

Apparently, there is a certain rate of absorption of foreign words by the Russian language, and if it is observed, the process proceeds in a natural, imperceptible fashion. Today, the norm is undoubtedly exceeded, and moreover, borrowings arrive from a one language (English) source.

Still, two and a half thousand years ago, the ancient Chinese warned:

If you think a year ahead, sow the seeds,
 If you think ten years ahead, plant trees
 If you think one hundred years ahead, educate a person.

"Fashion may result in a lot of superfluous and ridiculous things. When I first saw the word *контроллинг* [*controlling*] - *controlling*, I thought it was another joke, similar to *улучшайзинг* [*uluchshajzing*] -- *improving*" [6, 73], imagines Maxim Krongauz.

The question now arises of what a borrowing is in terms of philology. Can any word of a foreign language used in a native speaker's speech be considered a borrowing? Are three hundred words from oriental languages (orientalisms) used by A.S. Pushkin in the novel "Journey to Arzum" borrowings? Travel notes of TV presenters exposing viewers to the culture of exotic countries inevitably include words describing phenomena connected with this country. Are they also borrowings? And all the toponyms associated with the geography of other countries -- are they borrowings? Still this question is yet to find its answer.

Another factor is the spread of pseudo-anglicisms, which sound quite Englishlike, still do not exist in English:

Фейсконтроль [*Fejskontrol'*] -- a word coined by Russians and used when talking about nightclubs and casinos. But it cannot be spotted in the Oxford Dictionary or on the site of any nightclub in Los Angeles. Americans or British can refuse entry only if the guest is under 21 years old, is drunk or the clothes do not match a specific dress code. Notably, the word *dress-code* is truly English.

Автостоп [*Avtostop*] - *Hitchhiking* is a word utterly unknown to native speakers of English, although it may be occasionally used in Poland and Greece, for example. This way of traveling is called *hitchhiking* by the British and Americans, while the action is *to hitchhike* or just *to hitch*.

Киллер [Killer] in Russian is a person who is paid to kill someone as if for a job, in English it is but any person who committed a murder, not necessarily by order. To simulate the Russian *killer*, the British and Americans use *hitman*.

Смокинг [Smoking]. Once upon a time there really existed the word smoking jacket in English - a jacket that was put on to smoke cigars, but modern English speakers hardly associate the word with the clothes. The United States accepted tuxedo (or tux for short), Britain is satisfied with dinner jacket.

All the above mentioned brings the society close to the tasks of linguistic ecology in preserving the ethnic mentality embodied in the language.

Scientists who have studied the impact of globalization on the functioning of national languages have introduced the term "language globalization" into linguistics - the process of language interpenetration in the context of globalization.

Philosophy guides ecophilology and linguoecology not towards purism, which blocks off any foreign borrowings, but towards the optimal ratio of native Russian and borrowed elements - a process that can be optimized by serial production of dictionaries of foreign borrowings with linguistic comments and recommendations.

2.3.3. Detabooing of abusive language

Detabooing of abusive language cannot be recognized as normal and common place. What was the verbal abuse of name-calling for Russians indigenously? It was a defense, the first verbal warning to the one who threatens. First, Russian men defended themselves with a word, and then they launched fists and weapons. Almost all Russian name-calling has the meaning of "dead". Падла [Padla] - *Padla* is the падалъ [padal'] - carrion. Стерва [Sterva] -- Bitch is literally a *dead person*. The Russian language has the word стервятник [stervjatnik] -- vulture or *neophron* -- the bird eating carrion. The swearing запаза [zaraza] - zymosis primordially denotes a killed person and goes back to the verb заразить [zarazit'], сразить [srazit'] - *to drop, slay, i.e. to kill*. The word мразь [mrz'] - scum is of the same meaning -- *crud, guck, turd, four-letter man* - about the deceased, only the frozen one. Сволочь [Svoloch'] -- *rabble, rascal, bastard, skunk, creep, riffraff, wanker* -- is a wretched, trashy, lousy, mean man -- reference to the deceased, apparently the one who committed suicide, a self-murderer. That is, all these curses were a warning to the offender that he would be dead if he enters the fight against you. Such verbal abuse could only be followed by the extermination of the enemy.

The days of Charles Dickens related to the words like *damn* and *bloody* as obscene and therefore unprintable. Bernard Shaw was the first who mouthed the word *bloody* with the lips of Eliza Doolittle, the heroine of "Pygmalion", from the stage of the "Covent Garden" Royal Theater, and the high society, especially the ladies, immediately picked it up in delight and began to employ it as an epithet to all nouns.

2.3.4. Verbal creativity of communication

The result of language/ speech creativity is named *linguocreatema*. Linguocreatemas are stable terminological combinations, brought into being due to the emergence of

new economic and socio-political relations: денежные потоки [denezhnye potoki] - cash flows; отток капитала [ottok kapitala] - capital outflows; утечка мозгов [utechka mozgov] - brain drain; новые вызовы [novye vyzovy] - new challenges; ниже плинтуса [nizhe plintusa] - below the plinth; по полной программе [po polnoj programme] - to the fullest, for the full ride, full-blown; все в шоколаде [vse v shokolade] - ding hao, things are going really good, Easy Street, all is rosy; заточить под [zatochit' pod] - tool for; не катит [ne katit] - this won't fly, it doesn't cut it.

The time generated the term of лингвоиграма [lingvoigrema] - linguo-game (linguo-pun) embracing word-forming occasionalisms understandable out of context: сенаторий [senatorij] -- sanatorium; кремляне [kremljane] -- the Kremlin dwellers; сплагиировать [splagiirovat']- plagiarize; откатинг [otkating] -- kick-backing; песнь пенсий [pesn' pensij] - *a song of pensions* - an allusion to Solomon's Song of Songs.

2.3.5. Practical examples:

A sad tautogram ((from the Greek Ταυτό "the same" + γράμμα "letter") -- a literary form, a text, all words of which begin with the same letter) to the letter "b": Большой беззубый Буратино бродил, бедняга, без ботинок... [Bol'noj bezzubyj Buratino brodil, bednjaga, bez botinok...] - A sick toothless Pinocchio wandered, poor fellow, without boots...

Game task: continue the "creepy" story about Winnie the Pooh: Винни-Пух вышел в восемь вечера. В воздухе веяло весенней вкуснятиной. Вдруг Винни вздрогнул. Возле... [Vinni-Puh vyshel v vosem' vechera. V vozduhe vejalo vesennej vkusnjatinoj. Vdrug Vinni vzdrognul. Vozle...] -- Winnie the Pooh left at eight in the evening. Spring yummy blew in the air. Suddenly Winnie started. Near...

Mnemonics -- a phrase or image, often meaningless, that enables one to memorize the order, names and much more. E.g., the order of the cases: Nominative Genitive Dative Accusative Instrumental Prepositional -- Иван Родил Девчонку, Велел Тащить Пелёнку [Ivan Rodil Devchonku, Velel Tashhit' Peljonku] -- Ivan gave birth to a girl, ordered to drag a diaper.

3. Results and Discussions

3.1. Language as a monument of culture

Language is a part of national culture, a cultural monument. And as a cultural monument, it needs to be protected, that is, it is necessary to create a model of language

rehabilitation, which, in particular, should be the responsibility of linguistic ecologists. The latter argue that a lexical-semantic analysis of speech as a method of studying a linguistic personality alone proves that a linguistic consciousness does exist. Therefore, the loss of vocabulary is at the same time the loss of information codes, which leads to communication gaps.

3.1.1. Linguistic and environmental terms that express the creative nature of communication:

- антропический (антропный) лингвоэкологический фактор [antropicheskiĭ (antropnyĭ) lingvojekologičeskij faktor] -- anthropic linguo-ecological factor - positive and negative impacts of human activity on the language and language environment;
- лингвоэкологическая безопасность [lingvojekologičeskaja bezopasnost'] -- linguo-ecological safety is a state of public life characterized by linguistic well-being, the ability to prevent language anomalies and disasters, and eliminate their harmful consequences;
- синдром лингвоэкологического напряжения [sindrom lingvojekologičeskogo naprjazhenija] -- syndrome of linguo-ecological tension -- a complex of interrelated symptoms of violating linguistic integrity and associated moral well-being of people, characteristic of zones of linguo-ecological disaster.

3.1.2. Ecology of language and communication as the basis of state language policy

Optimally, the ecology of the language should underlie the so-called linguistic policy of the government, primarily in the areas of education, jurisprudence, negotiation processes, administrative proceedings, and, of course, media operations, since the serviceability of the national language, a high level of speech culture are indicators of a healthy social state.

France gave the world an example of revolution, and this example was then followed by other countries, Russia in particular; France also issued a law on the protection of the French language -- a law on the ecology of the language: if you want to survive, you should never allow more foreign words than native ones to sound in a unit of time, and more foreign letters than native ones to be spelt. Thus, the national language committee limits the influx of borrowings in radio, television and the press realms, and has recently

adopted a law on the removal of more than two thousand anglo-americanisms from official circulation: the French are fined on television and radio for uttering an English word, which has a synonym in their language.

In Finland, international words sound in their manner, e.g. *university* in Finnish is *yliopisto*. In Japan, an independent service monitors the correctness and purity of speech, sometimes imposing considerable fines for distorting it or clogging up with foreign words. The German experience in the field of language preservation is quite interesting: about 10 research institutes study the current state of the German language, standardize language systems, etc. In Moscow, the top-of-the-line academic institution directly involved in the study of the national language is the Russian Language Institute named after V.V. Vinogradov while the language of Russia's titular nation is represented by at least 130-150 million speakers. «Россия – такая страна, которая ничего не боится» [«Rossija – takaja strana, kotoraja nichego ne boitsja»] – “Russia is a country that is not afraid of anything,” said President V. V. Putin

Nikolai Ivanovich Novikov, a Russian journalist, publisher, and public figure, recalled: “I’ve recently had a friendly conversation, where ... a friend of mine happened to utter a French word without any need in a conversation in Russian. This gave us a motive to talk about this malpractice, which has crept into us to spoil the Russian parlance. <...> But in order for this reasoning to be useful, we agreed to make such an establishment among us: for every foreign word in the Russian conversation, without extreme need, the guilty person is to pay twenty-five kopecks, and this treasury should be over every month collected and sent to the Orphanage” [7, 77].

3.1.3. Tasks of the linguo-ecological component of communicative teaching of a foreign language.

“A lot can be said about a person by their speech,” wrote A. S. Pushkin. Our contemporaries are echoing this idea. Speech culture is, according to the famous linguist Tatyana Vinokur, “a person's carte-de-visite, brand identity in society” [8, 16]. “The surest way to know a person – their mental development, their moral portrait, their nature is to listen to how they speak”, believes Dmitry Likhachev [9, 418].

If language is nothing but a means of learning the world, then learning a language is connected with the cognition of a whole series of phenomena, relationships, ties that are perceived and realized by us in the process of foreign language communication.

Significantly, the development of linguistic competence of students should be aimed at a personally meaningful study of a foreign language, Russian as a foreign language

in particular, and this in turn accounts for the mastery of special linguistic and cultural skills, abilities and knowledge, which is necessary for further professional activity.

Linguistic competence is understood as mastering as an individual (governmental) value a language culture that affects the state of the information space, the health of the individual and surrounding people.

Linguo-ecological competence, in its turn, affects the communicative style of *homo loquens*, which is manifested in their language / speech passport. This is the linguo-didactic aspect of linguoecology.

3.1.4. Educational and developmental goals

Educational goals:

- to awaken reverential attitude to the word;
- to enhance the need to use a competent, healthy language;
- to foster a sense of responsibility for one's own level of mastery of the native language.
- to contribute to the formation of a proactive language position.

Developmental goals:

1. to develop communicative competencies and critical thinking skills;
2. to form linguistic reflection skills and linguistic taste;
3. to acquaint students with the main features of thesaurus dictionaries, the procedures of working with materials of the National corpus of the Russian language;
4. to teach students to retrieve data about words in various dictionaries and reference books, including thesauruses and the National corpus of the Russian language.

There is a striking language "injustice": mistakes always sound louder than any correct speech. Demonstrative in this regard are the notes of V.V. Mayakovsky on the sidelines of the "Пролетарские писатели [Proletarskie pisateli] -- Proletarian Writers" collection:

а) Пулемет узоры вышил По-над самой головой... (Вроде тети: сидит узоры вышивает!) [Pulemet uzory vyshil Po-nad samoj golovoj...] (**Vrode teti: sidit uzory vyshivaet!]) -- Machine gun patterns embroidered Over-the-head... (Like an elderly**

woman: she sits embroidering patterns!) б) Как задумчивые черти, Пушки
выстроились в ряд... (Где видел?) [Как zadumchivye cherti, Pushki vystroilis' v
rjad...(Gde videl?)] - Like brooding devils, The cannons lined up in a row... (**Where
did you see brooding devils?**) [10].

4. Conclusion

4.1. Ecophilology of society

The mission of ecophilology can be formulated as building well-being through language, for the style of our life is formed by the word. Ecophilological instruments of the government are: language policy, lawmaking, government programs such as "Russian language" programs for 2011-2015 and 2016--2020 years.

The German philosopher M. Heidegger argued that "language breaks the world, like a gardener breaks a garden on the wastelands, and the world is present in the language by its very entity" [11]. The recent years have witnessed the usage of the name of "ecology" scientific discipline in an increasingly figurative sense, synonymous with the words защита [zashhita] -- protection, сбережение [sberezhenie] -- preservation, care, благоговейное отношение [blagogovejnoe otnoshenie] - reverent attitude. According to Galileo Galilei, nothing great happened in this world without bias.

"Issues of linguistic ethics, political correctness and courtesy have become the subject of increased awareness in the field of foreign language communication, tuned to cooperative behavior" [12, 316]. The linguo-ecological 'cultivation' of the mother tongue leads to self-respect, to a stable and harmonious economic and cultural prosperity of the nation.

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